

*Do you want closer connection  
with your respondents?*

## MOBILE SURVEYS

### The Digital Edge Mobile Surveys can help you get to the truth.

We understand many respondents are on-the-go and difficult to reach in the right places. Research methods need to evolve to ensure we get the right people at the right time.

Now our new data collection platform – web enabled mobile phone surveying can make contact at the right point so much easier.

This marketing and research need coupled with the high penetration of mobile phones in Australia, 3G phone proliferations and the decrease in landlines has prompted The Digital Edge to develop our Mobile Surveying capabilities.

The Digital Edge has developed the leading technology to allow full internet enabled mobile phone surveying that can seamlessly integrate. Given it doesn't rely on SMS based responses, the surveying has the full capabilities of Market Research Software for seamless respondent feedback.

### BENEFITS PLUS

#### Online mobile telephone surveys have all the benefits of Online surveying plus:

- Helps you get closer to your elusive customers and get feedback from them in environments where the PC won't reach them
- Additionally fast due to the connect-ness the mobile phone has
- Engage with hard-to-reach customers on-the-go
- Engage with the teen segment on their preferred communication channel
- SMS message delivery to assist response rates in traditional online research
- Ideal for simple surveys needing fast turn around

#### Plus it retains all the benefits of online research surveys:

- Low cost option for reaching a large number of participants
- Accurate data traditional captured via 'off-line methods'
- Speed and seamless integration from data capture to reporting

### USES

- Capture consumer feedback at point of experience – for example diary studies, communication 'touch point' tracking
- Ethnography and experiential research
- Customer satisfaction at point of purchase
- Opinion polls
- Mystery shopper feedback
- Quick polls with targeted segments
- OnliMob with nationally representative sample
- SMS to assist response rates in traditional online research

t: 02 9258 4444

e: [info@thedigitaledge.com.au](mailto:info@thedigitaledge.com.au)

w: [www.thedigitaledge.com.au](http://www.thedigitaledge.com.au)